

# THE INFLUENCE OF BRAND IMAGE AND DIGITAL MARKETING ON PURCHASE DECISIONS SKINTIFIC PRODUCTS

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Received : 2024-09-30

Published : 2024-11-26

DOI: 10.54443/ijset.v3i12.620

Accepted: 2024-10-29

## Abstract

*This study aims to determine the effect of brand image and digital marketing on purchasing decisions for scientific products. This study uses descriptive quantitative research using non-probability sampling with purposive sampling technique. The population in this study were undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University who used or had used Skintific products. The sample obtained was 100 respondents. Data collected by survey method. The data analysis used in this study used multiple linear regression with the help of the SPSS 26.0 software program. Individual hypothesis testing shows that the brand image variable has a positive and significant effect on purchasing decisions with a sig. value of  $0.015 < 0.05$  and a  $t$  count value of  $5.258 > t$  table 1.985. Then for the digital marketing variable, it has a positive and significant effect on purchasing decisions with a sig. value of  $0.000 < 0.05$  and a  $t$  count value of  $2.489 > t$  table 1.985. While simultaneously showing that brand image and digital marketing both have a positive and significant effect on purchasing decisions with a sig. value of  $0.000 < 0.0$  and a  $F$ count value of  $26.029 > F$ table 3.09.*

**Keywords:** Brand Image, Digital Marketing, Purchasing Decisions.

## INTRODUCTION

In this modern era, the makeup and skincare industry has experienced a very rapid progress. One of the factors that influences this progress is the development of technology and innovation and creativity in the field of cosmetics. Many well-known companies have produced skincare with a high-quality brand image and also very easy sales with digital marketing methods. According to Keller and Swaminathan in Swadi et al. (2023) Brand image is a consumer's response to a brand based on the good and bad of the brand that consumers remember. The consumer's memory is certainly formed by the experience of using the product or the perceptions and opinions of other consumers. Currently, there are many types of beauty products that can be used to keep the skin healthy and well-groomed, but not many people are aware of the importance of using skincare, some just follow the trend. Indonesia has a fairly well-known and promising cosmetic market. One of the beauty products that is quite well-known and has been in great demand by the public or millennials is Skintific.

### Top 5 Best Selling Skincare Brands on Indonesian E-commerce



Source: <https://compas.co.id/article/top-5-brand-treatment-hadap/> Kompas (2022)

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The brand image of Skintific products is a consumer consideration in purchasing decisions because Skintific always innovates and follows the latest technological developments to produce products with the best quality for consumers. This is also what caused Skintific to successfully win 7 prestigious awards that were successfully achieved within a period of one year, in line with research findings Mega (2023) which found that brand image variables influence purchasing decisions for Skintific products.

Several factors that led to the success of Skintific, namely in addition to offering high-quality products, of course the marketing and promotional efforts carried out by Skintific also contributed to their popularity in Indonesia. With this marketing, it creates a good brand image for Skintific and of course makes consumers believe in the quality of its products. The very rapid development of digital technology and the internet will affect the world of marketing, where traditional marketing which was initially done manually then changed into digital marketing known as the digital era (Aditya in Satria & Hasmawaty, 2021).

Muljono (2021) describes that digital marketing uses the internet and information technology as a marketing medium. The need to use internet media as a marketing medium to expand and improve the function of traditional marketing. This definition concentrates on all traditional marketing. Digital marketing means marketing or promoting a brand or product through the digital world or the internet. Bachri et al. (2022) say that digital marketing is a repetitive process of continuous improvement and refinement. In digital marketing, it is not only about technology, but also about people (market). How business people (marketers) can connect with their customers (consumers) to build a relationship and drive sales ((2019). Digital marketing aims to disseminate information, influence, educate, entertain, and remind the audience.

Skintific is one of the foreign beauty brands that has entered Indonesia and gained quite a lot of popularity here. Along with the development of the global beauty industry, consumers in Indonesia are increasingly getting to know and trust famous brands from abroad such as Skintific. According to research by Kompas Media Nusantara conducted by Female Daily, Sociolla, Beautyhaul & TikTok Live Awards 2022, Skintific has successfully won 7 prestigious awards that were won within a period of one year. The awards include "Best Moisturizer" (Kompas, 2023).

In a short time, Skintific introduced their products at the end of 2021 to become one of the top brands in Indonesia and the most widely used. Skintific is a skincare that focuses on repairing the skin barrier and has successfully captured the hearts of skincare lovers in the country. This is proven by the seven prestigious awards that Skintific has won within a year. Some of them are the "Best Moisturizer" award by Female Daily, Sociolla, and TikTok Liver Awards 2022. On the other hand, Skintific also won "Best Eye Treatment" from the Sociolla Awards event by bringing its product, namely 360o Crystal Massager Lifting Eye Cream. Then Skintific also won the title of "Best Newcomer Brand 2022"

From the achievements that have been achieved by the Skintific product, it will affect the purchasing decision of consumers. In addition to consumer perceptions of brand image and digital marketing, there are many factors that consumers consider before making a purchasing decision. According to Kotler in Afrizal & Henmaidi (2022) states that purchasing decisions are a component of consumer behavior, where consumer behavior is a study of how a person or group determines, buys, consumes, and what products, ideas or experiences are used to satisfy consumer needs. According to Tjiptono in Andrian et al. (2022). Purchasing decision is a process in which consumers recognize their problems, seek information about a particular product or brand and evaluate each alternative to see how it can solve their problems, which then leads to a purchasing decision.

Purchasing decisions are a process that has started from before the decision is taken until after the purchase decision has been made (Asrianda et al., 2020). The problems identified from this study can be seen in Figure 1, namely the Skintific brand itself has not yet placed in the first position in terms of the most popular skincare products among the public, especially Gen Z. In Indonesia, many new skincare brands have emerged which can cause increasingly tight competition and this makes it increasingly difficult for the Skintific brand to get the first position to become the most favorite brand

among the public. From the results of the pre-research survey that the author conducted on FISIPOL students at Malikussaleh University, it shows that the Skintific product is the most widely used by FISIPOL students at Malikussaleh University as can be seen in the following table:

**Table 1**  
**Percentage of Skincare Product Usage**

No	Product name	Number of Users	Percentage Amount %
1.	Skintific	16	53.3%
2.	Somethinc	1	3.3%
3	Origin	7	23.3%
4.	Scarlett	3	10%
5.	MS Glow	3	10%

Source: respondent survey (2023)

The results of this study by undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University who used Skintific products are as follows:

**Table 2**  
**Skintific User Data for Undergraduate Students of the Faculty of Social and Political Sciences, Malikussaleh University**

No	Department / Study Program	Number of Students	Number of Skintific Product Users
1.	Business Administration	402	11
2.	Public Administration	973	26
3.	Communication Studies	1,249	34
4.	Political Science	315	9
5.	Sociology	515	14
6.	Anthropology	228	6
<b>Total</b>		<b>3,682</b>	<b>100</b>

Source: processed data (2024)

From the table above, it can be concluded that the results of this study state that for Skitinfic users in FISIPOL Universitas Malikussaleh undergraduate students, the largest number is taken from the Communication Science department with a total of 34 students and a total of 1,249 students. Then for the smallest number taken from the Anthropology department with a total of 6 students and a total of 228 students.

## LITERATURE REVIEW

### Brand Image

According to Keller and Swaminathan in Iswadi et al. (2023) Brand image or brand image is a consumer's response to a brand based on the good and bad of the brand that consumers remember. The consumer's memory is certainly formed by the experience of using the product or the perceptions and opinions of other consumers. According to Kotler and Armstrong in The Truth (2019), a brand is a name, term, sign, symbol or design, or a combination of these, which identifies the goods or services of one seller or group of sellers and differentiates them from those of competitors.

### Digital Marketing

Digital marketing uses the internet and information technology as a marketing medium. The need to use internet media as a marketing medium to expand and improve the function of traditional marketing (Muljono, 2021). This definition concentrates on all traditional marketing. Digital

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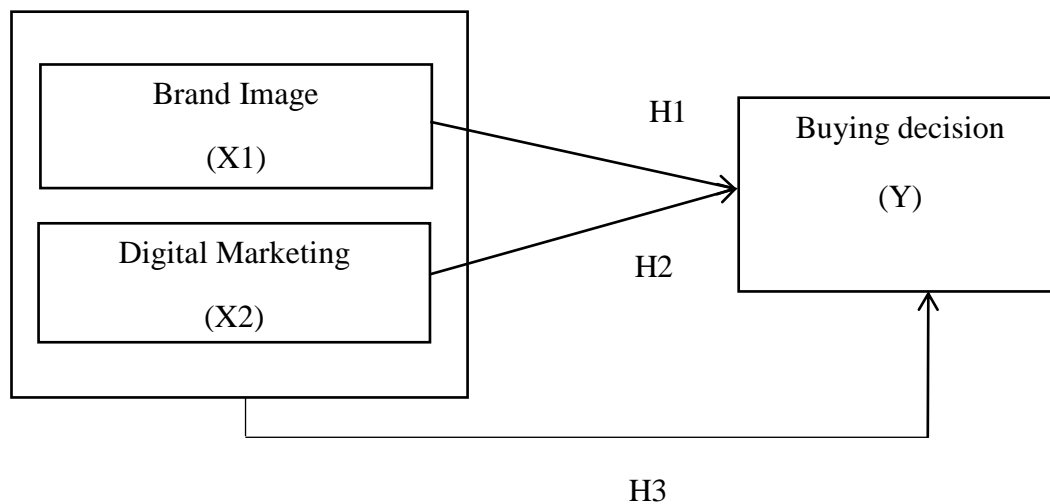
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Marketing is a marketing medium that is currently being loved by many people because it supports productivity (Azizah, 2021; Effendi et al., 2022).

**Buying Decision**

Purchase decisions are the stages in which consumers make decisions to buy various products and brands, starting with recognizing needs, searching for information, evaluating information, making purchases and then evaluating post-purchase decisions (Fitri et al., 2018; Aprilianti et al., 2023; Hinele et al., 2022). According to Kotler in Afrizal & Henmaidi (2022); Mulfachrizal et al., (2021) states that purchasing decisions are a component of consumer behavior, where consumer behavior is a study of how a person or group determines, buys, consumes, and what products, ideas or experiences are used to satisfy consumer needs.

**Conceptual Framework**



**Figure 2**

**Hypothesis**

Hypothesis is a statement or temporary answer to a problem that is still a guess, because it must be proven first. Based on the formulation of the problem, the purpose of the research and based on the theory that has been explained above, the research hypothesis that can be compiled is as follows:

- H1 : Brand image has a positive and significant influence on purchasing decisions on Skintific products.
- H2 : Digital marketing has a positive and significant influence on decisions purchase of Skintific products.
- H3 : Brand image and digital marketing simultaneously have a positive and negative effect significant impact on purchasing decisions on Skintific products.

**IMPLEMENTATION METHOD**

The approach used in this research is a quantitative approach. Quantitative research is defined as a systematic investigation of phenomena by collecting measurable data using statistical, mathematical or computational techniques. Abdullah et al. (2021). The research method used in this study is a descriptive survey method. Abdullah et al. (2021) put forward that the descriptive method is one of the various quantitative research methods with a problem formulation that combines research to explore or photograph the social situation that will be researched comprehensively, broadly and in depth. The descriptive research method of the survey type with a quantitative approach will be used in this study with the aim of describing or depicting and analyzing the influence of brand image and



digital marketing on purchasing decisions for Skintific products among FISIPOL Unimal Undergraduate Students. The location of this research was conducted at the Faculty of Social and Political Sciences, Malikussaleh University. The reason why the author took the research location at FISIPOL, Malikussaleh University, one of which is based on the problems and data needed in the study to find out how many FISIPOL students use Skintific products and also to make it easier for the author to find informants as research materials. Population is a collection consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers to be studied and conclusions drawn.The Man Who Loved Me (2021). The population used in this study were all active undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University in the 2023/2024 academic year, totaling 3682 people.

Sampling in this study used the non-probability sampling method, namely a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. The sampling technique in this study was purposive sampling. According toThe Man Who Loved Me (2021)Purposive sampling is a sampling technique with certain considerations. This study attempts to examine the influence of brand image and digital marketing on purchasing decisions for Skintific products.The sample in this study were students of the Faculty of Social and Political Sciences totaling a minimum of 97 students. To avoid data defects or damage, the author used 100 students. Data collection techniques are used to collect data or information needed by researchers to support facts in the field and the data analysis technique used in this study is multiple linear regression analysis, because there is more than one independent variable in the study.

## RESULT AND DISCUSSION

### Multiple Linear Regression Analysis

**Table 3**  
**Multiple Linear Regression Analysis Results**

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,084	6,852		2,347	,021
	Brand Image	,453	,182	,222	2,489	,015
	Digital Marketing	,900	,171	,468	5,258	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Output Research Results, Processed Data (2024)

Based on the results of data processing which can be seen in the form*standardized*from the regression equation as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2$$

So the equation becomes:

$$Y = 16.084 + 0.453 X_1 + 0.900 X_2$$

Based on the multiple linear regression equation above, it can be explained as follows:

1. Constant ( $\alpha$ ) = 16.084, this shows a constant value, where if the brand image variable ( $X_1$ ) and digital marketing ( $X_2$ ) have a value of 0. Then the purchasing decision value will also increase by 16.084. $\alpha$
2. This regression coefficient shows the magnitude of the contribution of the brand image variable to purchasing decisions, namely ( $\beta_1$ ) = 0.453 which has a positive value. This means that every increase of 1 unit will increase the purchasing decision by 0.453 assuming other variables are constant at the Faculty of Social and Political Sciences, Malikussaleh University.
3. This regression coefficient shows the magnitude of the contribution of the digital marketing variable to purchasing decisions of ( $\beta_2$ ) = 0.900 which has a positive value. This means that every increase of 1 unit will increase the purchasing decision by 0.900 assuming other variables are constant at the Faculty of Social and Political Sciences, Malikussaleh University.

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**Significant Test of Percentage (t-Test)**

**Table 4**  
**Results of the Significant Percentage Test (Test – t)**

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,084	6,852		2,347	,021
	Brand Image	,453	,182	,222	2,489	,015
	Digital Marketing	,900	,171	,468	5,258	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Output Research Results, Processed Data (2024)

**Simultaneous Test (F Test)**

**Table 5**  
**Simultaneous Test Results (F Test)**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2226,330	2	1113,165	26,029	,000b
	Residual	4148,260	97	42,766		
	Total	6374,590	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Digital Marketing, Brand Image

Source: SPSS Output Research Results, Processed Data (2024)

Based on the table above, it can be seen that the F count value 26,029 > Ftable 3.09 or sig. value of 0.000 < 0.05. So it can be concluded that the brand image and digital marketing variables together have a positive and significant effect on the dependent variable, namely purchasing decisions. Therefore, the hypothesis stating that brand image and digital marketing simultaneously have a positive and significant influence on the purchasing decision of Skintific products among undergraduate students of the Faculty of Social and Political Sciences is accepted (H3 is accepted).

**Coefficient of Determination Test (R2)**

**Table 6**  
**R2 Determination Coefficient Test Results**

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,591a	,349	,336	6,540

a. Predictors: (Constant), Digital Marketing, Brand Image

b. Dependent Variable: Purchase Decision

Source: SPSS Output Research Results, Processed Data (2024)

Based on table 6 above, it can be seen that the R value is 0.591 or (59.1%) where the correlation coefficient value shows the relationship between brand image and digital marketing on purchasing decisions is in the strong category. The determination coefficient value or R2 square value shows that 0.349 (34.9%) can be explained by brand image and digital marketing variables, while the remaining 0.651 (65.1%) is explained by other variables that are not included or discussed in this research model. Therefore, it can be concluded that brand image and digital marketing have a weak relationship or correlation because they are in the category 0.1 - 0.49 (weak correlation).

## DISCUSSION

### The Influence of Brand Image on Purchasing Decisions

Based on the results of the partial test, the brand image variable has a  $t$ -value of 2.489 >  $t_{table}$  1.985 with a significance of  $0.015 < 0.05$ . Brand image obtains a significant value smaller than the level of significance used and obtains a positive coefficient value. So it can be concluded that brand image has a positive and significant effect on purchasing decisions. Therefore, the hypothesis stating that brand image has a positive and significant effect on the purchasing decision of Skintific products on undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University is accepted (H1 is accepted). Based on the results of the research that has been conducted, it can be seen that brand image has a positive and significant role in the purchasing decision of a brand. This shows that if the brand image and a brand increase in the eyes of consumers, the value of the purchasing decision will also increase due to the high level of trust held by consumers. Based on the results of the research that the author has conducted on undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University, the author obtained that the average results of users or buyers of Skintific products said that this Skintific product is a well-known product and is superior compared to other skincare products, this is also inseparable from the sense of trust of respondents in Skintific products compared to other skincare products.

### The Influence of Digital Marketing on Purchasing Decisions

Based on the results of the partial test, the digital marketing variable has a  $t$ -value of 5.258 >  $t_{table}$  1.985 with a significance of  $0.000 < 0.05$ . Digital marketing obtains a significant value smaller than the level of significance used and obtains a positive coefficient value. So it can be concluded that digital marketing has a positive and significant effect on purchasing decisions. Therefore, the hypothesis that states that digital marketing has a positive and significant influence on the purchasing decision of Skintific products among undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University, accepted (H2 is accepted). The results of this study are also similar to previous research conducted by Emi Wahyuni (2023) entitled "The Influence of Digital Marketing and Word of Mouth on Purchasing Decisions of Muun Donuts (Study of Business Administration Students at Malikussaleh University)". Which states that digital marketing has a positive and significant effect on purchasing decisions of Muun Donuts.

### The Influence of Brand Image and Digital Marketing on Purchasing Decisions

Based on the results of the simultaneous test of the brand image and digital marketing variables, the  $F$  count value is 26.029 >  $F_{table}$  3.09 with a sig. value of  $0.000 < 0.05$ . This means that the third hypothesis is accepted and it can be concluded that the brand image and digital marketing variables both have a positive and significant effect on purchasing decisions. This means that if the two variables are combined well by the Skintific company, it will certainly result in a purchase decision for Skintific products. Value  $R$  is 0.591 or (59.1%) where the correlation coefficient value shows the relationship between brand image and digital marketing to purchasing decisions is quite close. While the  $R$  square value shows that the brand image and digital marketing variables are able to explain 34.9%. This means if the brand image does not match what consumers actually buy, then disappointment can occur. Consistency between brand image and real experience will help maintain visitor satisfaction. And if a brand is able to provide trust that meets consumer expectations and responds well to requests or input from consumers, this can increase consumer satisfaction. Likewise with digital marketing which is given by doing promos or vouchers for consumers to shop and also a sense of trust for consumers, so that consumers get a positive impression when purchasing Skintific products.

## Conclusion

1. The partial test results of the brand image variable have a value that is smaller than the level of significance used and obtain a positive coefficient value. So it can be concluded that brand image has a positive and significant effect on Skintific product purchasing decisions. This means if the

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- better the brand image of Skintific products, the higher the level of brand value and consumer trust in Skintific products.
2. The partial test results of the digital marketing variable have a value that is smaller than the level of significance used and obtain a positive coefficient value. So it can be concluded that digital marketing has a positive and significant effect on Skintific product purchasing decisions. This means that having this digital platform is more profitable for consumers., the higher the level of purchasing value and consumer trust in Skintific products.
  3. The results of the simultaneous test of brand image and digital marketing variables have a significant value smaller than the level of significance used. So it can be concluded that brand image and digital marketing simultaneously have a positive and significant effect on purchasing decisions for Skintific products. This means that if the brand image value is better and the digital marketing value is greater, there will be an increase in purchasing decisions for Skintific products among undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University.
  4. The results of the determination test or R test show that the influence of brand image and digital marketing on purchasing decisions for Skintific products falls into the strong category, namely with a value of 0.591 or (59.1%). And the coefficient of determination or R square value shows that 34.9% can be explained by the brand image and digital marketing variables.

**Suggestion**

1. For Skintidic Product Companies  
With this research, so that the owner of the Skintific company pays attention to the brand image and digital marketing platform owned by the Skintific product. This is because brand image and digital marketing have a very important role in increasing purchasing decisions. So that with the increasing level of consumer purchasing decisions, the sales value obtained by the Skintific company will also increase because it is always a priority for consumers.
2. For Further Researchers  
Hopefully this research can be a reference for future authors and the author also hopes that future researchers can develop or expand the factors that influence brand image and digital marketing in different research objects.

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